

IC 75-1380  
26 February 1975

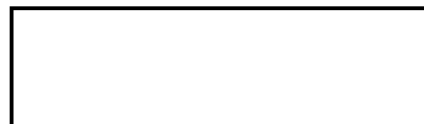
MEMORANDUM FOR: D/DCI/IC

SUBJECT: Consumer Feedback Arrangements  
for RONI

1. The first step in inducing consumer feedback has already been taken--in the final paragraph of your Statement of Purpose preface to the February RONI wherein you solicit comments from addressees "concerning this publication, its contents, or, indeed, on any matter of interest to the production community...."

2. As a second step, in order more effectively to fix responsibility for feedback, we suggest you propose to the members of the NSCIC Working Group that each of them assign a particular individual within their respective organizations to act as the focal point for initiating or channeling feedback to the RONI editor. PRD will attempt to develop a dialogue with each of these individuals on production matters and perhaps from time to time request comments from them on particular products. (Such an arrangement would also be useful to PRD in obtaining consumer contributions to post-mortems.)

3. We should then seek on our own, perhaps through you or the DCI, to encourage consumer agencies (not represented in the manner proposed above) to designate feedback representatives.



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Chief, PRD/IC

Distribution:

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